



TRAVEL

Yankee is a time-tested travel resource for visitors coming to New England or New Englanders looking for that perfect getaway in their own backyard. Whether it's a romantic **weekend getaway**, a **relaxing vacation**, or great **adventure**, *Yankee* provides readers with pages upon pages of travel ideas.

DEMOGRAPHICS

| | |
|----------------------|-----------|
| • Female | 66% |
| • Married | 73% |
| • Median Age | 58.9 |
| • Own Home | 81% |
| • Average HHI | \$91,300 |
| • Average Home Value | \$345,130 |

THE PASSIONATE YANKEE TRAVELER

- Spent an average **\$2,835** on U.S. travel last year
- Spend on average **15.3 days on vacation a year**
- **90%** plan on taking a vacation this year
- *Yankee* readers take an average of 4 trips a year
 - 32% take 5 or more trips a year
- **82%** traveled to New England last year
- Favorite activities during vacation
 - 90% sightseeing
 - 82% dining
 - 75% beaches/lakes
 - 71% museums/history
 - 68% shopping

Source: Accelara Publishing Survey, January 2011

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TRAVEL GUIDE TO NEW ENGLAND

(SPECIAL MAY/JUNE ISSUE DETAILS ON REVERSE)



TRAVEL GUIDE TO NEW ENGLAND

YANKEE MAGAZINE, MAY/JUNE 2012

Share the experience of your business with avid travelers in New England's highest-selling travel guide, by New England's longstanding, trusted travel experts—*Yankee Magazine*. This special issue is chock full of travel ideas, including our editors' picks in the "Best of New England" section and the "Top 20 Events" in each of the 6 states.

WHAT'S YOUR EXPOSURE?

Total Audience: 1.9 million

Regional Readership:

- Northern New England (ME, NH, VT): 381,413
- Southern New England (MA, RI, CT): 1,009,658
- Mid-Atlantic (NY, NJ, PA): 385,036

Distribution Highlights:

- 10,000 bonus copies to high income households (\$200K+) in Metro-Boston area

Powerful Newsstand Presence:

- *Yankee's* largest issue of the year with extended shelf life from May through August
- More than 100,000 copies distributed to 3,000 outlets

WHY THE YANKEE AUDIENCE?

- On average, the *Yankee* reader spends 15.3 days on vacation a year and spent \$2,835 on average in the past year on vacation
- 90% plan to take a domestic vacation in the next year
 - Nearly 2/3 plan to vacation within New England in the next year

Source: *Accelara Publishing Survey, January 2011; ABC Statement, 2010*

**BUNDLE YOUR INSERTION TO EARN DISCOUNTS.
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MAY/JUNE 2012 IMPORTANT DATES: (ESTIMATED)

Reservations due: February 28, 2012

Materials due: March 2, 2012

In-home: April 19, 2012

On newsstands: April 24–August 31, 2012

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